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**THE ROLE OF ENVIRONMENTAL BELIEF FACTORS
AND PERSONAL NORMS ON ORGANIC FOOD
PURCHASE INTENTIONS**



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UUM
Universiti Utara Malaysia

**DEGREE OF DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA**

**THE ROLE OF ENVIRONMENTAL BELIEF FACTORS AND PERSONAL
NORMS ON ORGANIC FOOD PURCHASE INTENTIONS**

By

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**Thesis Submitted to
School of Business Management
Universiti Utara Malaysia,
in Fulfillment of the Requirement for the Degree of Doctor of Philosophy**



Pusat Pengajian Pengurusan Perniagaan
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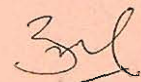
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Food Purchase Intentions

Program Pengajian
(Programme of Study) : Doctor of Philosophy (Marketing)

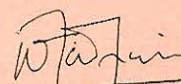
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ABSTRACT

This study focused on environmental belief relating factors that drive personal norms and purchase intentions towards organic food in Pakistan. The study differentiates itself from other similar studies by examining the mediating role of consumer personal norms in developing country setting. It also tests the moderating role of consumer willingness to pay and subjective knowledge towards organic food purchase intentions. Following a cross-sectional study design, data was collected from consumers in five cities of Pakistan. 540 individual respondents were selected using proportionate multi-stage sampling and data was collected using mall intercept questionnaires. The study utilised partial least square structure equation modelling analysis. The results found that awareness of consequences, injunctive social norms, and environmental self-identity are direct predictors of both consumer personal norms and purchase intentions towards organic food in Pakistan. Whereas, environmental concern predicts purchase intentions directly. The results supported the mediating role of personal norms between awareness of consequences, injunctive social norms, environmental self-identity, aspiration of responsibility and purchase intentions. Furthermore, willingness to pay moderates between consumer personal norms and purchase intentions. The results of this study provide important insights to organic food researchers, marketers and policy makers. The organic food marketers can get guidance to design effective marketing strategies by focusing on environmental belief relating factors. Whereas, policy makers can enhance organic food growth in the country by following the study recommendations. The study also highlights the implications and limitations of the study as well as the suggestions for future research.

Keywords: environmental belief relating factors, personal norms, morality, willingness to pay, purchase intentions

ABSTRAK

Kajian ini memberi tumpuan kepada faktor yang berkaitan dengan kepercayaan persekitaran yang mendorong norma peribadi dan niat membeli makanan organik di Pakistan. Kajian ini berbeza dengan kajian lain yang serupa kerana menyiasat peranan pengantara norma nilai peribadi yang berlatarkan negara membangun. Kajian ini juga menguji peranan penyederhanaan kesanggupan pengguna untuk membayar dan pengetahuan subjektif mereka mengenai niat untuk membeli makanan organik. Melalui kaedah kajian keratan rentas, data dikumpul daripada pengguna di lima buah negeri di Pakistan. Sejumlah 540 responden dipilih menggunakan persampelan berkadar pelbagai peringkat dan data dikumpulkan menggunakan soal selidik pintasan pusat beli-belah. Kajian ini menggunakan analisis model persamaan berstruktur-kuasa dua terkecil separa. Hasil kajian mendapati kesedaran mengenai akibat, norma injuksi sosial, dan persekitaran pengenalan diri merupakan peramal langsung kepada kedua-dua norma peribadi pengguna dan niat membeli makanan organik di Pakistan. Manakala perhatian kepada persekitaran meramal niat membeli secara langsung. Hasil kajian menyokong peranan pengantara norma nilai peribadi antara kesedaran akibat, norma injuksi sosial, pengenalan diri persekitaran, aspirasi tanggungjawab dan niat membeli. Selain itu, kesanggupan untuk membayar menyederhanakan norma nilai peribadi pengguna dan niat membeli. Hasil kajian ini memberi pandangan penting kepada pengkaji makanan organik, pemasar dan penggubal dasar. Pemasar makanan organik boleh mendapatkan panduan untuk merangka strategi pemasaran yang berkesan dengan memberi tumpuan kepada faktor-faktor berkaitan kepercayaan persekitaran. Sementara penggubal dasar pula dapat meningkatkan perkembangan makanan organik negara menggunakan cadangan kajian. Kajian ini turut menekankan implikasi dan kekangan serta cadangan untuk kajian akan datang.

Kata kunci: faktor berkaitan kepercayaan persekitaran, norma peribadi, prinsip moral, kesanggupan untuk membayar, niat membeli

ACKNOWLEDGEMENTS

The most excellent words of praise and glory are due to the All Knowing, All Wise, Allah (ﷻ) for helping me achieve the completion of this thesis. May His peace and blessing be upon His beloved and last Messenger; Muhammad (ﷺ) his household, and companions.

I would like to thank and place on record my profound gratitude to my supervisors, associate professor, Dr. Selvan Perumal and Dr. Waida Irani Binti Mohd Fauzi for their unwavering support and guidance throughout this study. It was truly a great pleasure working under their able and kind supervision. Their intellectual criticism and suggestions served as a challenge as well as motivation for me to improve the quality of this work. Special thanks and appreciation are also due to Dr. Shahrin bin Saad for his intellectual inputs that have added on value to this study. A special mention is also due for the external examiner of this thesis Assoc. Prof. Dr. Abang Zainoren Bin Abang Abdurahman and internal examiner Dr. Norzieiriani Binti Ahmad, who's valuable comment helped and contributed enormously to enhance the quality of this thesis. Thank you all for your intellectual and sagacious inputs.

I am indebted to my dear Chacha Jan professor Dr. Ijaz Javed Hassan Sandhu and Brig. Babar Tehsin Javed Hassan without whose unwavering support, encouragement and “Duas” this long, tiring endeavor would not have seen completion. Afterwards, I highly acknowledge and appreciate the love and affection of my father Iqbal Javed Hassan Sandhu and my first teacher in life, my loving Ba...ji, CH. Ghulam Hassan Sandhu. I am thankful to my mother for continuous stream of prayers (Duas). My appreciation also goes to my wife and beloved daughters, Arfa and Fariah. I owe the completion of my doctoral journey to their sacrifices, love and steadfast support. I would also like to express my gratitude to my sisters for supporting me with all their hearts.

My special thanks to the University of Agriculture Faisalabad, for providing me an opportunity to pursue my doctorate. In this regard, I would like to specifically mention the name of Professor Dr. Muneer Ahmed (late). Finally, my special thanks to friends and colleagues at UUM who had screamed, cried, and laughed with me throughout this journey, especially Mr. Jawad Ali, Mr. Mukhtar Abdul Hakeem, Sheikh Khalid and Mr. Amad Rashid. We were brave together at Maybank academic lounge. Thank you, brothers, for your prayers and motivation.

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LIST OF ABBREVIATIONS

AC	Awareness of Consequences
ACEnv	Awareness of Consequences Environmental
ACSoc	Awareness of consequences Social
Agri-Mkt	Agriculture Marketing
AR	Aspiration of Responsibility
ASEAN	Association of Southeast Asian Nations
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CMV	Common Method Variance
CR	Composite Reliability
EC	Environmental Concern
ESI	Environmental Self-identity
f^2	Effect Size
FIBL	Forschungsinstitut für biologischen Landbau
HTMT	Heterotrait-Monotrait
IFOAM	International Federation of Organic Agriculture Movement
ISN	Injunctive Social Norms
LL	Lower Limit
MYR	Malaysian Ringgit
NAM	Norm Activation Model
PI	Purchase Intention(s)
PKR	Pakistani Rupee
PLS	Partial Least Square
PN	Personal Norms
Q^2	Predictive Relevance
R^2	R Square (Variance Explained)
SE	Standard Error
SK	Subjective Knowledge
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UL	Upper Limit
VBN	Value Belief Norm Theory
WTP	Willingness to Pay

CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter introduces the background and main issues of this study. These issues are centred on the low levels of consumer purchase intentions towards organic food products in Pakistan. The chapter also gives an overview of the organic agriculture and food market in Pakistan, its crucial role in curbing pollution/environmental degradation, and its importance for the economy of the country. This chapter includes the problem statement, research questions, research objectives, theoretical and practical significance, the scope of the study, and definitions of the study's key terms.

1.2 Background of the Study

Improving the understanding of green consumer behaviour is vital for environmental and business reasons. From an environmental viewpoint, it is critical to discover new ways to control and lessen the negative effects of consumption in order to achieve sustainable developmental goals as desired by the global community (Steg, Bolderdijk, Keizer, & Perlaviciute, 2014). A more sustainable society can be achieved through changes in consumer consumption patterns since consumers contribute almost up to 40% of environmental damage (Barbaro & Pickett, 2016). The resulting consequences of environmental damage are global warming, land erosion, animal species extinction, and environmental degradation (Paul, Modi, & Patel, 2016). A number of studies on green consumer behaviour had determined the motivational factors of consumer purchase intentions and behaviour both from the perspectives of developed (do Paco et al., 2013; Maniatis, 2016; Young et al., 2009) and developing countries (Biswas & Roy, 2015; Suki & Suki, 2015; Zhao et al., 2014).

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APPENDICES

APPENDIX-1: Request for Content Validity Check

Dear Prof. /Dr

I am a Ph.D. (Marketing) student of Universiti Utara Malaysia (UUM) and under supervision of Associate Professor Dr. Selvan Perumal and Senior Lecturer Dr. Waida Irani Mohd Fauzi. I am undertaking a research on the topic of *“Environmental belief factors, personal norms and purchase intentions towards organic food among Pakistani consumers”*. The respondents of this study are individual consumers.

I would like to ask your kind assistance to check for the content validity for my study instrument/questionnaire as attached together with this letter. Also, please drop your comments for any improvement later in the form given.

Looking forward to your favorable response. For your all kind cooperation I would like to appreciate your assistance and support in this research endeavor.

Thank you very much for your kind cooperation.

Sincerely,



UUM
Universiti Utara Malaysia

Yawar Abbas
Ph.D. Scholar
UUM, Sintok, Kedah

Supervisors

1. Associate Professor. Dr. Selvan Perumal
2. Senior Lecturer Dr. Waida Irani Mohd Fauzi

Profile of the Panel of Experts for Content Validity

1. Prof. Dr. Sultan Ali Adil

Dr. Sultan Ali Adil is currently working as Professor and Director, Institute of Agricultural and Resource Economics, Faculty of Social Sciences, University of Agriculture, Faisalabad. He earned his PhD from University of Aberdeen, Scotland in 1999. He is a HEC (Higher Education Commission of Pakistan) recognized supervisor for supervision of M.Phil/Ph.D studies. He has produced more than 70 MPhil/MSc (Hons) and one PhD. Currently, he is supervising 20 MPhil/MSc (Hons) and three PhD students. He has published more than 35 research papers in different well reputed national and international research journals. He has also published two books. He had initiated and supervised many projects of Agribusiness marketing.

2. Associate Prof. Dr. Khalid Mushtaq

Dr. Khalid Mushtaq PhD is working as Associate Professor at Institute of Agricultural and Resource Economics, Faculty of Social Sciences, University of Agriculture, Faisalabad. He is a HEC (Higher Education Commission of Pakistan) recognized supervisor for M.Phil/Ph.D studies. He has produced more than 40 MPhil/MSc (Hons). Currently, he is supervising 20 MPhil/MSc (Hons) and two PhD students. He has published more than 28 research papers in different well reputed national and international research journals covering the topics of agricultural policy, agriculture commodity markets, value chain analysis, rural finance.

3. Dr. Abdul Ghafoor

Dr. Abdul Ghafoor is working as Assistant Professor at Institute of Business Management Sciences (IBMS), Faculty of Social Sciences, University of Agriculture,

Faisalabad Pakistan (UAF). Currently he is working as incharge IBMS. He is a HEC (Higher Education Commission of Pakistan) recognized supervisor for M.Phil/Ph.D studies. He earned his PhD from UAF. He has produced more than 15 MPhil students. He has published more than 12 research papers in different well reputed national and international research journals covering the topics of Agricultural Marketing and value chains, International Trade and WTO, Innovation and entrepreneurship.

4. Dr. Hammad Badar

Dr. Hammad Badar is working as Assistant Professor at Institute of Business Management Sciences (IBMS), Faculty of Social Sciences, University of Agriculture, Faisalabad Pakistan (UAF). He is a HEC (Higher Education Commission of Pakistan) recognized supervisor for M.Phil/Ph.D studies. He earned his PhD from University of Queens Land Australia. He has produced more than 10 MPhil/MSc (Hons). He has published more than 20 research papers in different well reputed national and international research journals covering the topics of Value Chain Analysis, Agribusiness Marketing, Consumer Behaviour, Agriculture food industry development

5. Dr. Muhammad Nazam

Dr. Muhammad Nizam is working as Assistant Professor at Institute of Business Management Sciences (IBMS), Faculty of Social Sciences, University of Agriculture, Faisalabad Pakistan (UAF). He earned his PhD from China. He has published more than 17 research papers in different well reputed national and international research journals covering the topics of multi-attribute decision making, retail marketing and advertising, international marketing, risk management, strategic management, organizational behavior.

APPENDIX-2: Letter for Questionnaire

Dear Respondent,

I am Ph.D. student at Universiti Utara Malaysia (UUM), conducting a survey about purchase intentions of consumers, such as you, towards organic food in Pakistan. Through your participation, I eventually hope to understand how environmental related beliefs affect purchase intentions towards organic food in Pakistan along with the mediating role of consumer personal norms and moderating role of consumer willingness to pay and subjective knowledge.

This brief questionnaire asks a variety of questions about you, your environmental related beliefs, personal norms and intentions towards purchase of organic food products in Pakistan. Rest assured that your privacy and confidentiality is of utmost concern to us.

I hope you will take few minutes to complete the questionnaire. Without help from people like you, research (from a consumer behaviour point of view) relevant to such a vital sector of our economy is not possible. Anticipating a favourable response.

Yours sincerely,



UUM
Universiti Utara Malaysia

Yawar Abbas
Ph.D. Scholar
UUM, Sintok, Kedah

Supervisors

1. Associate Professor. Dr. Selvan Perumal
2. Senior Lecturer Dr. Waida Irani Mohd Fauzi

APPENDIX-3: The Questionnaire

Please place a (√) in the appropriate box as per the following scale.

Strongly Disagree		Disagree	Neutral	Agree	Strongly Agree				
(1)		(2)	(3)	(4)	(5)				
Total	No.	Purchase Intentions			1	2	3	4	5
1	1	I will buy organic food products in the near future							
2	2	I plan to buy organic food products on regular basis							
3	3	I plan to buy organic food products for my long-term health benefits							
4	4	I plan to buy organic food products because those are more concerned about food safety							
5	5	I plan to buy organic food products because those are more environmentally friendly							
6	6	I plan to buy organic food products because I am concerned about animal welfare							
Total	No.	Personal Norms			1	2	3	4	5
7	1	I feel an obligation to purchase organic food rather than non-organic food							
8	2	Consuming organic food rather than non-organic food makes me feel like a better person							
9	3	If I consume organic food rather than non-organic food, I feel as if I am making an individual contribution to something better							
10	4	I feel morally obliged to purchase environmentally friendly organic food products, regardless of what other people do							
11	5	I feel guilty when I purchase environmentally harmful products							
12	6	I would consider myself a better person if I purchase environmentally friendly organic food products							
Total	No.	Willingness to Pay			1	2	3	4	5
13	1	It is acceptable to pay a premium to buy organic food							
14	2	I am intending to spend extra in order to buy organic food							
15	3	I am intending to pay more for organic food							
16	4	I feel proud to have environmentally friendly food in my house though they costlier to conventional food							
Total	No.	Subjective knowledge			1	2	3	4	5
17	1	I do feel very knowledgeable about organic food							
18	2	Among my circle of friends, I'm one of the "experts" on organic food subjective							
19	3	I know a lot about organic food							
20	4	I have the information of organic food that is around							
21	5	When it comes to organic food, I know sufficiently							

Total	No.	Awareness of Consequences	1	2	3	4	5
		<i>When I purchase organic food, it is important to me that this helps to</i>					
22	1	Reduce the amount of chemicals that run-off into lakes and watercourses					
23	2	Reduce the use of artificial fertilisers in agriculture					
24	3	Reduce the use of anti-weed chemicals and pesticides in agriculture					
25	4	Reduce the pollution of the soil					
26	5	Reduce the medication of farm animals					
27	6	Improve the general state of the environment					
28	7	Improve health of the domestic animals					
29	8	Preserve biodiversity in nature					
30	9	Improves the people health					
31	10	Give myself a good conscience					
32	11	Reduce the risk for illness in people					
33	12	Give my family better food					
34	13	Avoid risks that may be associated with eating non-organic foods					
Total	No.	Injunctive Social Norms	1	2	3	4	5
35	1	My family thinks I should buy organic food					
36	2	My friends expect me to buy organic food					
37	3	People, who influence my buying behaviour, think I ought to buy organic food					
38	4	Many people in the society think I should buy organic food					
39	5	People who are important to me expect me to buy organic food					
Total	No.	Environmental Concern	1	2	3	4	5
40	1	The delicate balance of the nature can be easily upset					
41	2	Human beings are severely abusing the environment					
42	3	Humans must maintain the balance with nature in order to survive					
43	4	Human interferences with nature often produce disastrous consequences					
44	5	The earth is like a spaceship with limited room and resources					
Total	No.	Environmental Self-identity	1	2	3	4	5
45	1	I think of myself as an environmental consumer					
46	2	I am a socially responsible consumer who buy organic food					

47	3	I think of myself as someone who is concerned about environmental issues					
48	4	I think of myself as an organic food consumer					
49	5	I think of myself as someone who is concerned about unhealthy food issues					
Total	No.	Aspiration of Responsibility	1	2	3	4	5
50	1	I believe that every food buyer is partly liable for environmental problems caused by chemically intensive conventional food products					
51	2	I feel that every food buyer is jointly liable for the environmental deteriorations caused by chemically intensive conventional food products					
52	3	Every food buyer must take responsibility for the environmental problems caused by chemically intensive conventional food products					
53	4	I feel an obligation to choose organic food instead of a conventional one when deciding on buying food product					
54	5	Regardless of what other people do, because of my own values/principles I feel that I should behave in an environmentally friendly way while buying food products					

Demographic Questions

Please place a tick (✓) in the box relevant to you.

1. Education (Which of the following best describes your education level?)

- ☐ No formal education ☐ Senior secondary school ☐ Bachelors
☐ Masters ☐ PhD

2. Income in PKR (Which of the following options best describe your income level?)

- ☐ 0- 25000 PKR ☐ 25001-50000 PKR ☐ 50001-75000 PKR
☐ 75001-100000 PKR ☐ 100001-125000 PKR ☐ 125001 PKR and above

3. Your Gender

- ☐ Male ☐ Female

4. Age (Which of the following best defines your age group?)

- ☐ 18-25 Years ☐ 26-35 Years ☐ 36-45 Years
☐ 46-55 Years ☐ above 55 years

5. Residential Place (Which of the following best defines your residential place?)

- ☐ Urban ☐ Rural

6. Occupation (Which of the following best describes your occupation?)

- ☐ Government Employee ☐ Private Job ☐ Self-employed
☐ Student ☐ Retired

7. Number of Family Members (including you?)

□ 1
□ 8 and above

□ 2-3

□ 4-5

□ 6-7



APPENDIX-4: Descriptive Statistics of Unobserved Variables

Constructs	Number of Items	Mean	Standard Deviation
Purchase intention	6	4.17	0.53
Personal Norms	6	3.98	0.57
Willingness to Pay	4	3.89	0.62
Subjective Knowledge	5	4.00	0.93
Awareness of Consequences	13	4.2	0.43
Injunctive Social Norms	5	3.96	0.55
Environmental Concern	5	4.11	0.52
Environmental Self-identity	5	3.92	0.57
Aspiration of Responsibility	5	3.95	0.55



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APPENDIX-5: Outliers Analysis

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7997	5.0697	4.1896	.37746	430
Std. Predicted Value	-3.682	2.331	.000	1.000	430
Standard Error of Predicted Value	.026	.133	.060	.020	430
Adjusted Predicted Value	2.8680	5.0769	4.1886	.37783	430
Residual	-2.08896	1.10403	.00000	.43049	430
Std. Residual	-4.807	2.540	.000	.991	430
Stud. Residual	-4.919	2.584	.001	1.006	430
Deleted Residual	-2.18731	1.14194	.00105	.44396	430
Stud. Deleted Residual	-5.061	2.601	.000	1.010	430
Mahal. Distance	.572	39.295	7.981	6.805	430
Cook's Distance	.000	.151	.004	.012	430
Centered Leverage Value	.001	.092	.019	.016	430

a. Dependent Variable: PI

ID	MAH_1	Prob_1	Outliers
7	33.28855	.000055	1
18	32.88967	.000064	1

APPENDIX-6: Correlation Matrix of Latent Variables

Correlation Matrix of Latent Variables									
Latent Variables	PI	PN	WTP	SK	AC	ISN	EC	ESI	AR
PI	1								
PN	.479**	1							
WTP	.178**	.231**	1						
SK	.179**	.260**	.163**	1					
AC	.343**	.222**	.185**	.145**	1				
ISN	.441**	.327**	.249**	.221**	.257**	1			
EC	.388**	.200**	.107*	.138**	.262**	.178**	1		
ESI	.344**	.434**	.163**	.312**	.176**	.277**	.154**	1	
AR	.375**	.503**	.245**	.247**	.212**	.235**	.170**	.419**	1

Note: ** correlation is significant at the 0.01 level (1-tailed)

* correlation is significant at the 0.05 level (1-tailed)



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APPENDIX-7: Tolerance and Variance Inflation Factors (VIF)

Tolerance and Variance Inflation Factors (VIF)		
<u>Model</u>		<u>Collinearity Statistics</u>
		<u>VIF</u>
Personal Norms	Purchase Intentions Towards Organic Food	1.537
Willingness to Pay		1.193
Subjective Knowledge		1.182
Awareness of Consequences		1.262
Injunctive Social Norms		1.289
Environmental Concern		1.159
Environmental Self-identity		1.395
Aspiration of Responsibility		1.383
Awareness of Consequences	Consumer Personal Norms Towards Organic Food	1.217
Injunctive Social Norms		1.171
Environmental Concern		1.128
Environmental Self-Identity		1.244
Aspiration of Responsibility		1.221

APPENDIX-8: Assessment of Structural Model (indirect relationships with confidence intervals)

H.	Relationship	Direct Effect	Indirect Effect	P Value	Bootstrapped Confidence Interval		Decision
					95% LL	95% UL	
H12	AC -> PN -> PI	0.165	0.033	0.007**	0.012	0.056	Supported
H13	ISN -> PN -> PI	0.208	0.038	0.003**	0.017	0.061	Supported
H14	EC -> PN -> PI	0.219	0.015	0.082	-0.001	0.034	Not Supported
H15	ESI -> PN -> PI	0.085	0.059	0.001**	0.029	0.089	Supported
H16	AR -> PN -> PI	0.073	0.070	0.001**	0.035	0.105	Supported



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